Design is a Team Sport

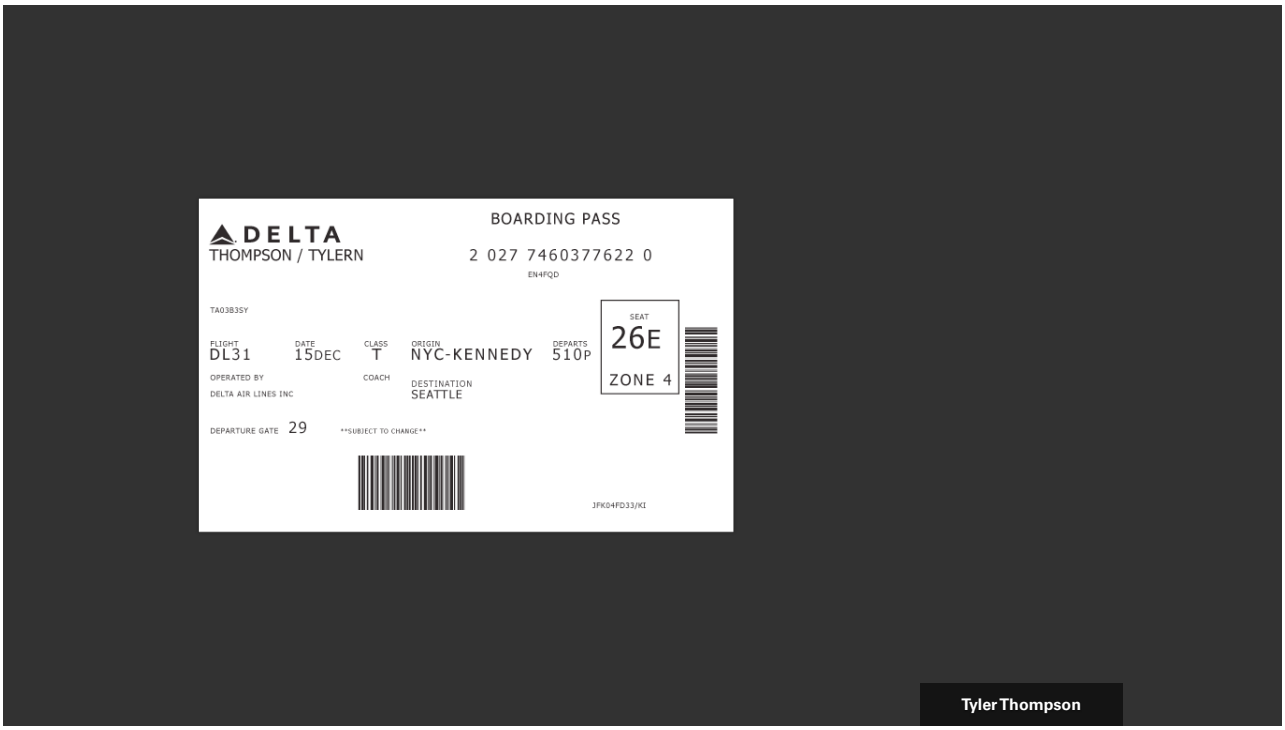
Jared M. Spool
@jmspool

uie USER INTERFACE ENGINEERING

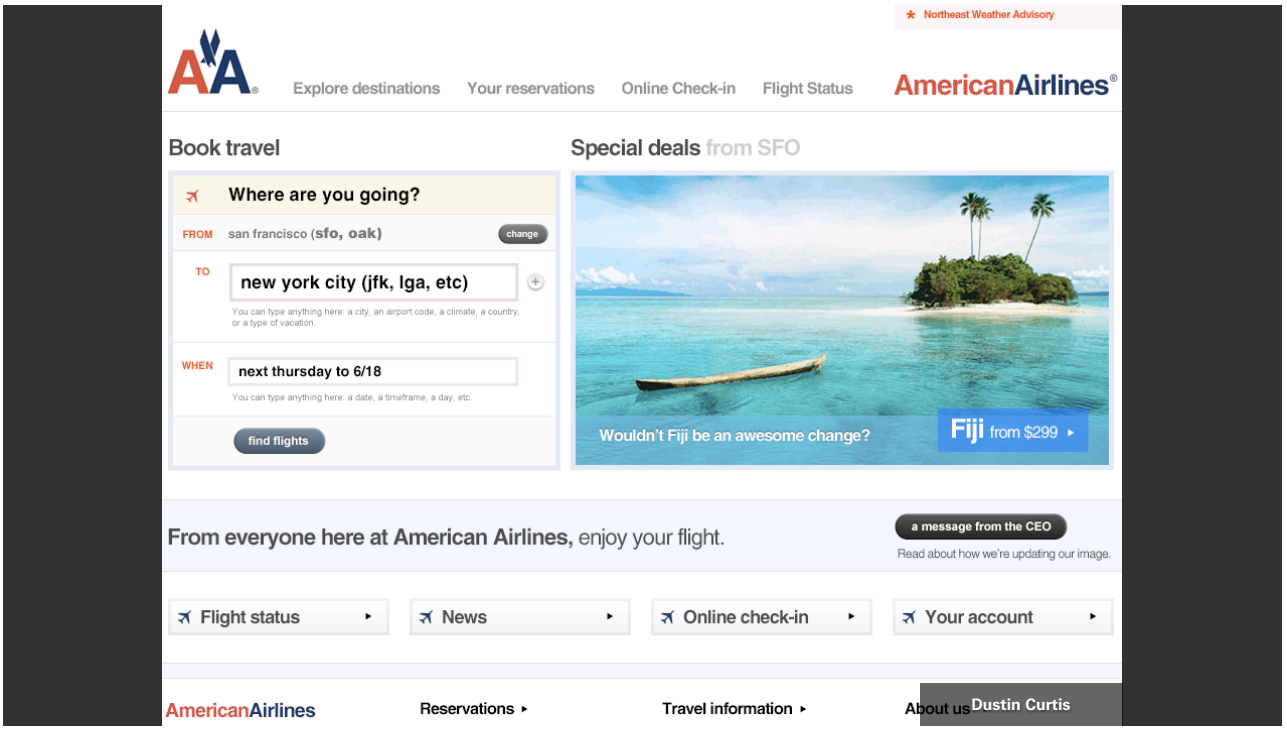
1

Designers
gonna
design

© Copyright 2017, User Interface Engineering. All Rights Reserved.

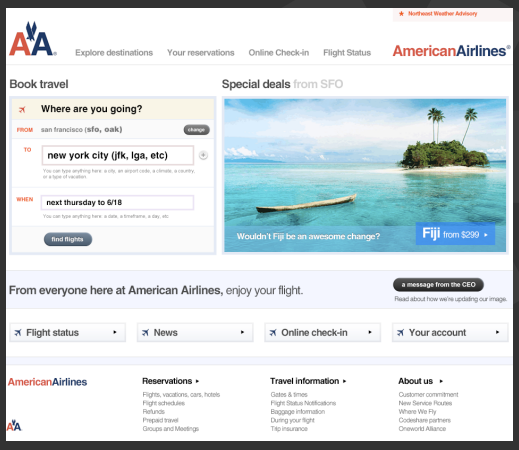


© Copyright 2017, User Interface Engineering. All Rights Reserved.



© Copyright 2017, User Interface Engineering. All Rights Reserved.

Design:
The Rendering of Intent



What was Dustin Curtis's intention?

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Context:

It's where design happens.

2

Intentions and execution

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Tyler Thompson

Everybody thinks they are a designer.

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Tyler Thompson

© Copyright 2017, User Interface Engineering. All Rights Reserved.

C: 3 M: 92 Y: 69 K: 5

C: 11 M: 92 Y: 59 K: 16

C: 76 M: 77 Y: 69 K: 47

C: 63 M: 38 Y: 14 K: 2

Four Color

C: 3 M: 92 Y: 69 K: 5

C: 11 M: 92 Y: 59 K: 16

C: 76 M: 77 Y: 69 K: 47

C: 63 M: 38 Y: 14 K: 2

Four Color

Bleed Edging

© Copyright 2017, User Interface Engineering. All Rights Reserved.

C: 3
M: 92
Y: 69
K: 5

C: 11
M: 92
Y: 59
K: 16

C: 76
M: 77
Y: 69
K: 47

C: 63
M: 38
Y: 14
K: 2

Four Color

Bleed Edging

300dpi

C: 3
M: 92
Y: 69
K: 5

C: 11
M: 92
Y: 59
K: 16

C: 76
M: 77
Y: 69
K: 47

C: 63
M: 38
Y: 14
K: 2

Four Color

Bleed Edging

White Stock

300dpi

© Copyright 2017, User Interface Engineering. All Rights Reserved.

To make this new boarding pass, Delta must:

Replace 10,000+ boarding pass printers.

Change paper size and add cutting for bleeds.

Create new supply chain for colored inks.

Which design is more 'perfect?'

© Copyright 2017, User Interface Engineering. All Rights Reserved.

What causes poor design?

The **right** intention; rendered **poorly**?

or

A **poor** intention; rendered **right**?

To improve design,
we must work on both
the intention and
the skills of rendering.

© Copyright 2017, User Interface Engineering. All Rights Reserved.

3 Are we designing Activities or Experiences?

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Joanna8555 (Flickr)

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Six Flags = Activities

Disney = Experience

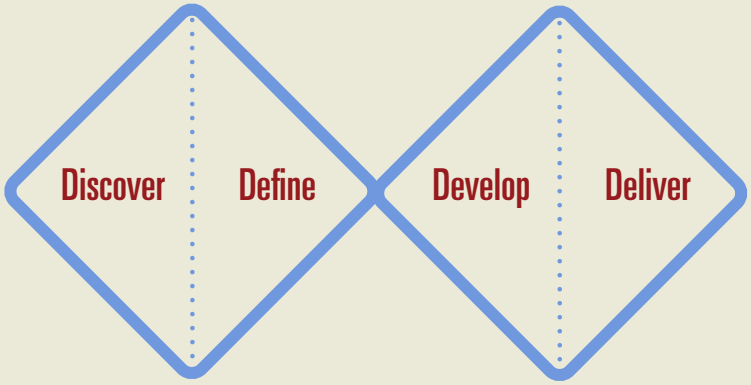
© Copyright 2017, User Interface Engineering. All Rights Reserved.

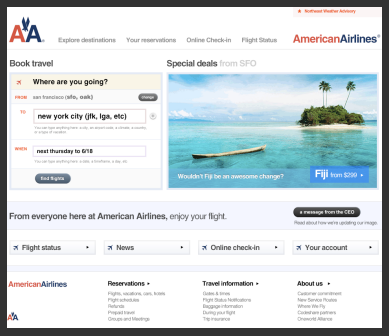
A design process is
a designed experience.

4 Creating a design process for our design processes

© Copyright 2017, User Interface Engineering. All Rights Reserved.

'Double Diamond' Design Process





Design Process:

"I'm pissed off and I'm gonna show you how to do it right."

© Copyright 2017, User Interface Engineering. All Rights Reserved.

An intentionally designed design process answers these questions:

Who is on the design team?

How will they add value?

When will they need support?

An intentionally designed design process answers these questions:

How do we introduce the design process?

Who will get credit for any successes?

Who will take the blame for any failures?

© Copyright 2017, User Interface Engineering. All Rights Reserved.

The most effective design teams worship inclusiveness.

5

Changing the behavior of others… with our thoughts

© Copyright 2017, User Interface Engineering. All Rights Reserved.

The effects of experimenter bias on the albino rat.

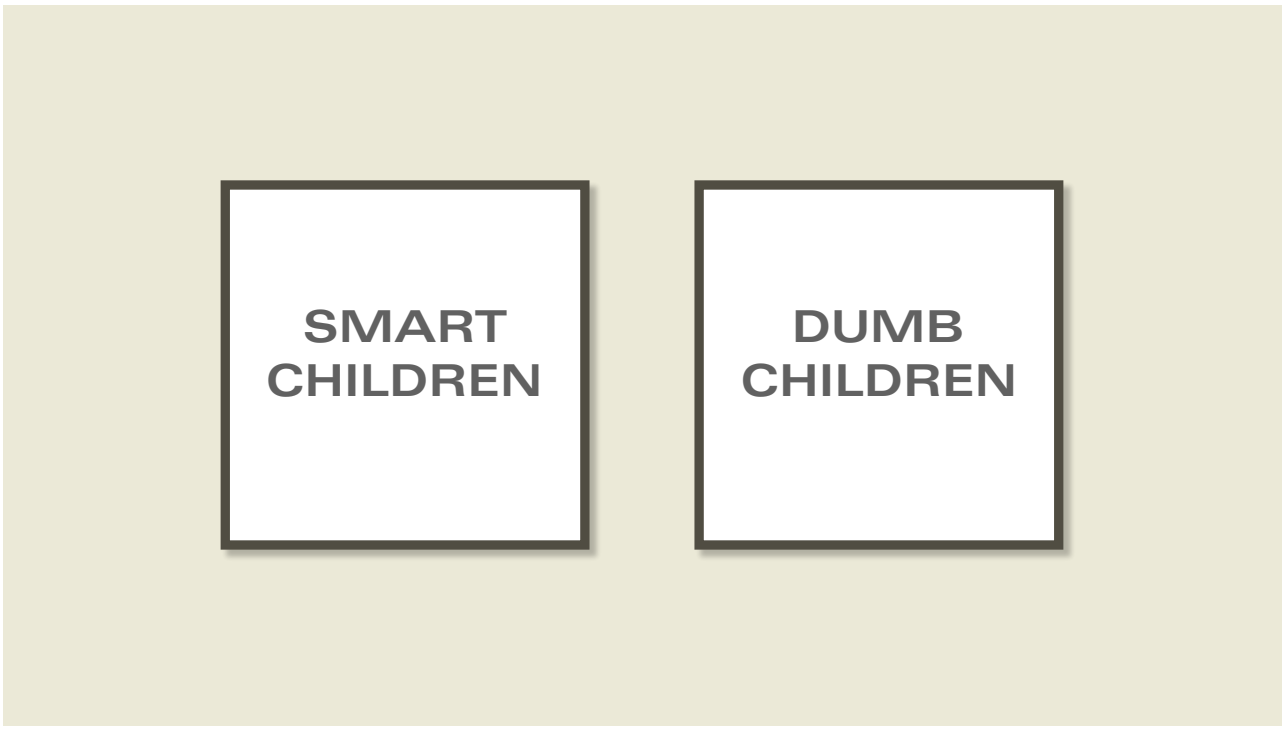
Rosenthal, R. & Fode, K. L.

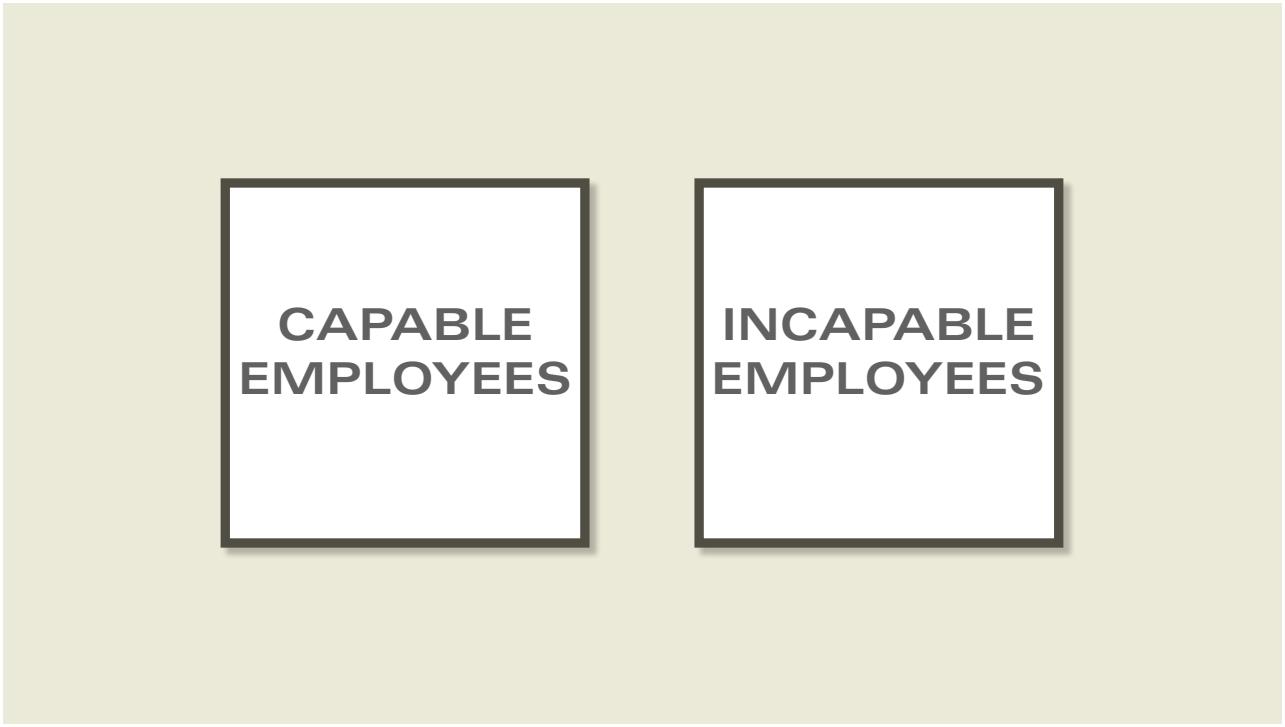
Behavioral Science, Volume 8, 1963

SMART RATS

DULL RATS

© Copyright 2017, User Interface Engineering. All Rights Reserved.





© Copyright 2017, User Interface Engineering. All Rights Reserved.

Expectancy Bias

Expectancy Bias

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Expectations can change outcomes.

Our expectations can change our team's outcomes.

Our expectations can change our team's outcomes.

Can we use our expectations to change our team's outcomes for the better?

© Copyright 2017, User Interface Engineering. All Rights Reserved.

6 Literacy, Fluency, & Mastery

© Copyright 2017, User Interface Engineering. All Rights Reserved.

THE U.S. DIGITAL SERVICE

Mikey Dickerson

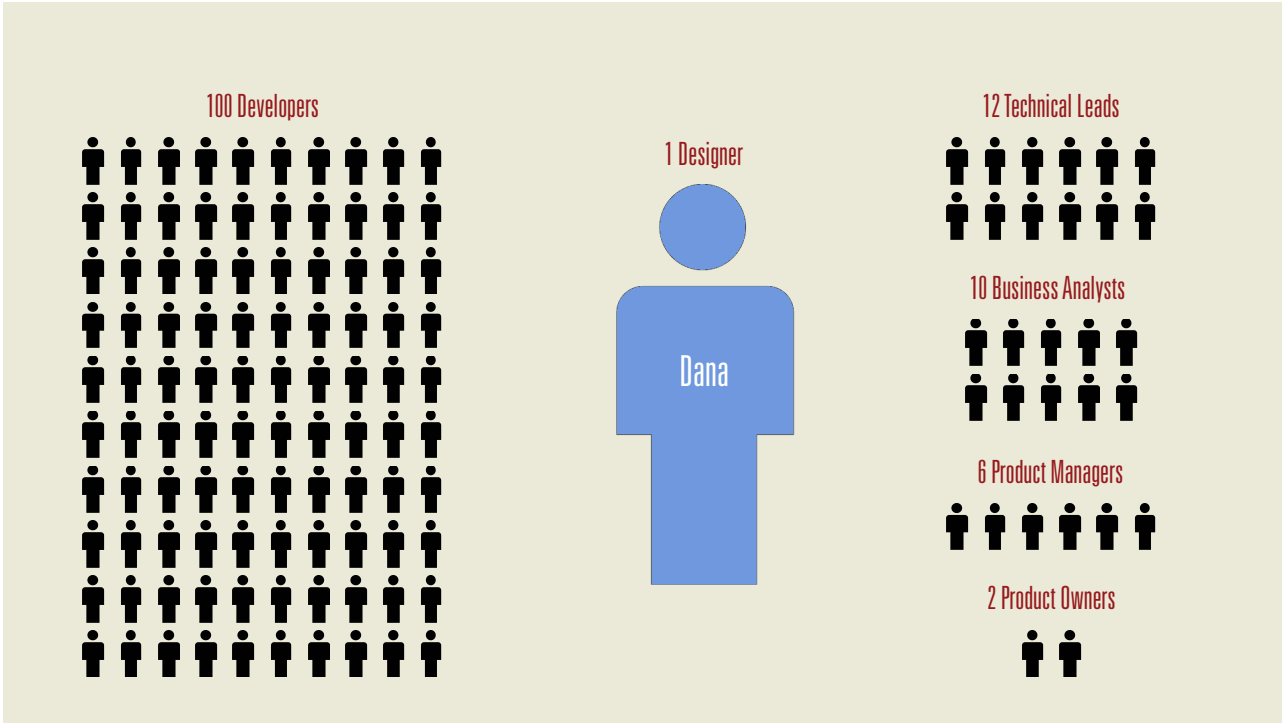
© Copyright 2017, User Interface Engineering. All Rights Reserved.

Dana's Project:

Paper Applications ➡ Online Applications

- **6,000,000** applications reviewed each year
- Each application can range from **10** pages to **1,000** pages
- **3,000** field personnel review applications full time

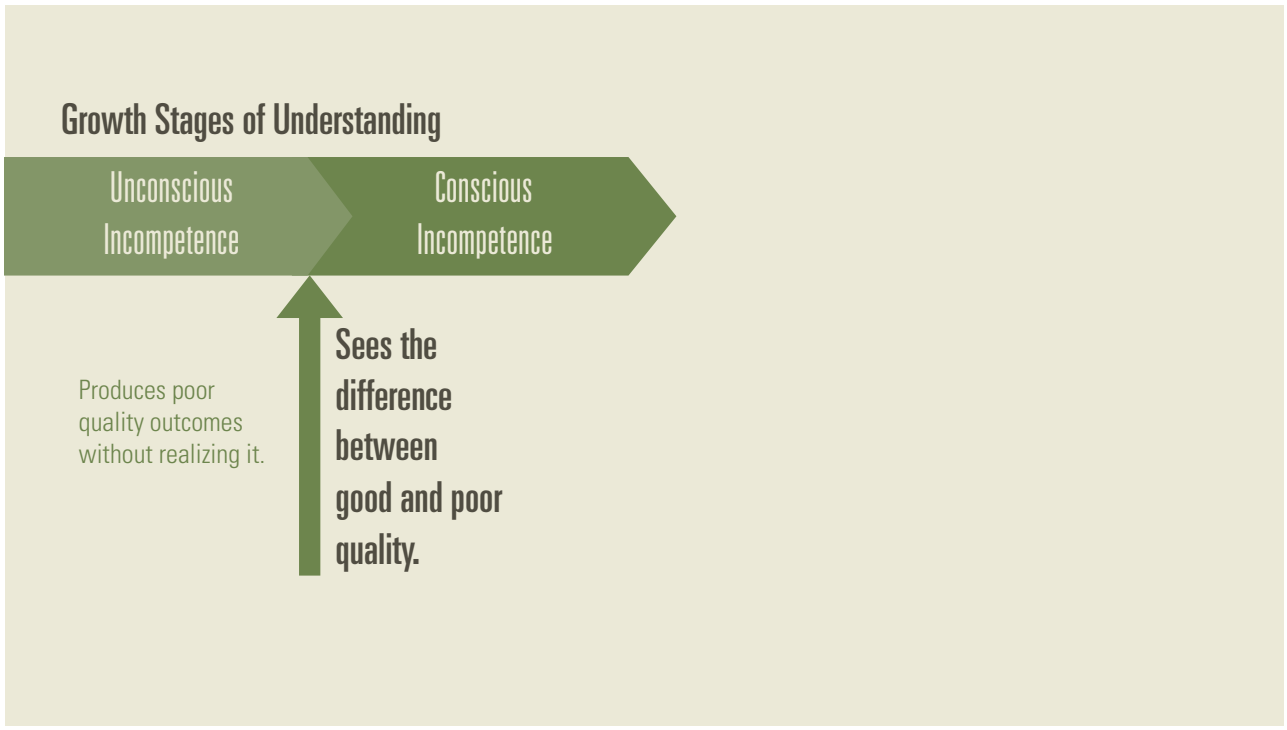
© Copyright 2017, User Interface Engineering. All Rights Reserved.



The design team consists of every individual who influences the rendering of our intent.

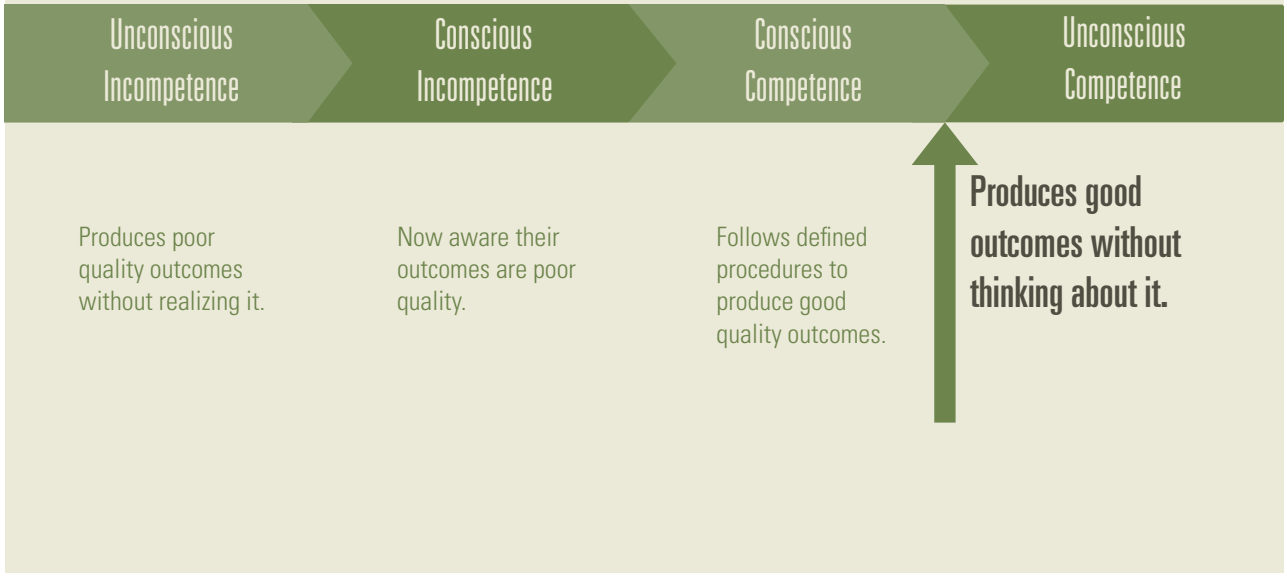
It no longer consists only of trained designers.

© Copyright 2017, User Interface Engineering. All Rights Reserved.



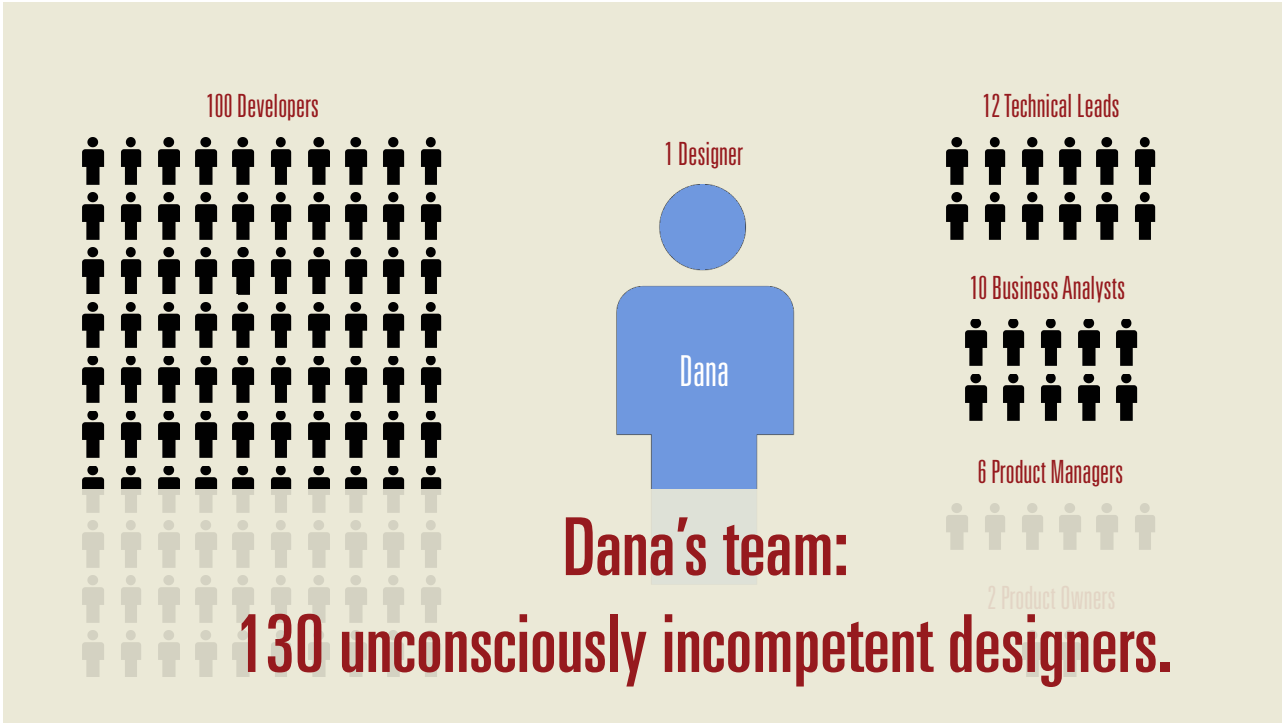
© Copyright 2017, User Interface Engineering. All Rights Reserved.

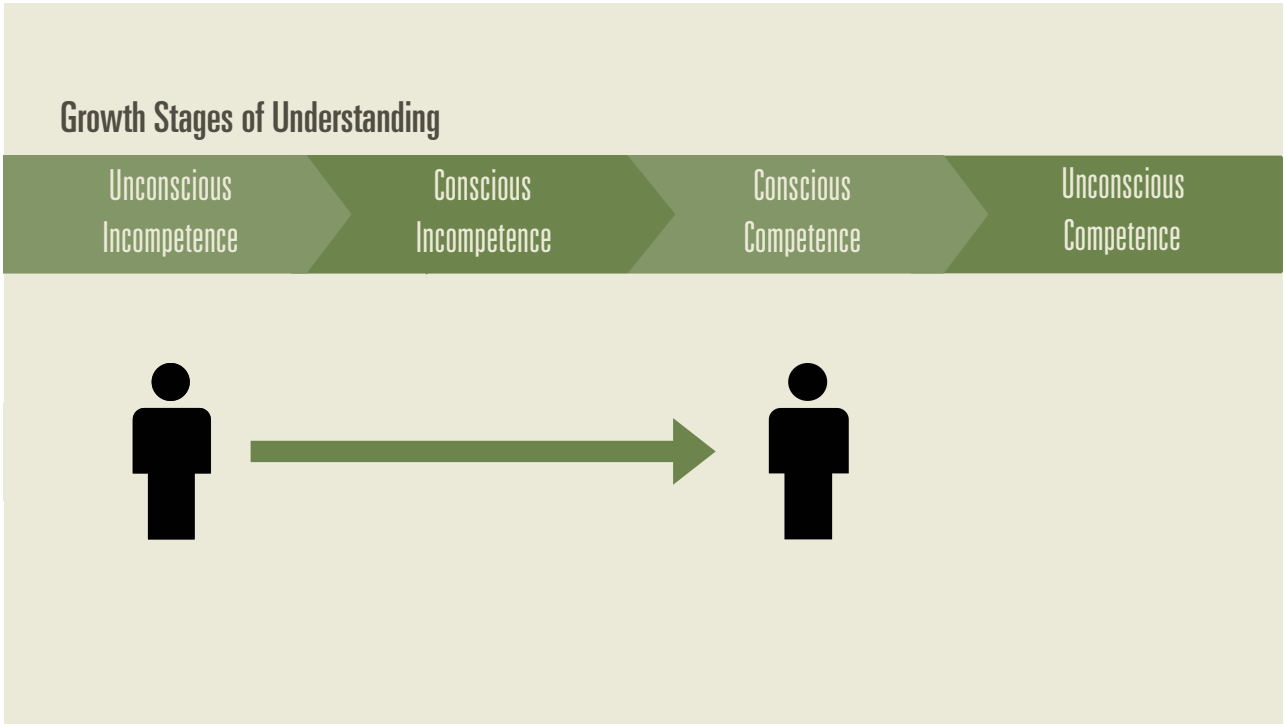
Growth Stages of Understanding



Growth Stages of Understanding

© Copyright 2017, User Interface Engineering. All Rights Reserved.

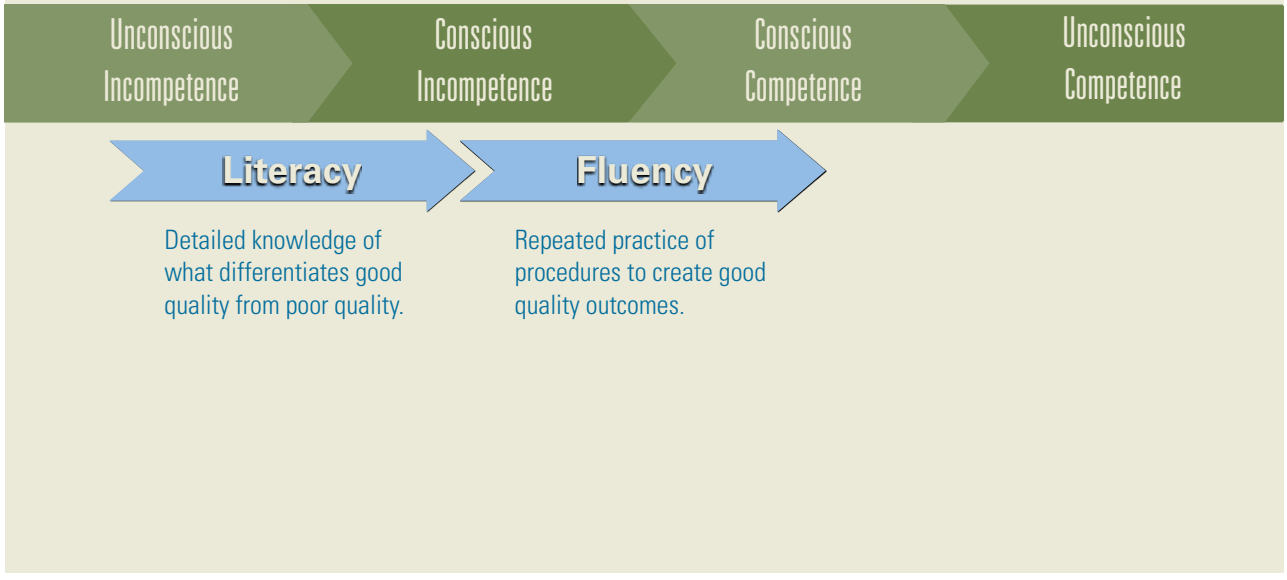




© Copyright 2017, User Interface Engineering. All Rights Reserved.

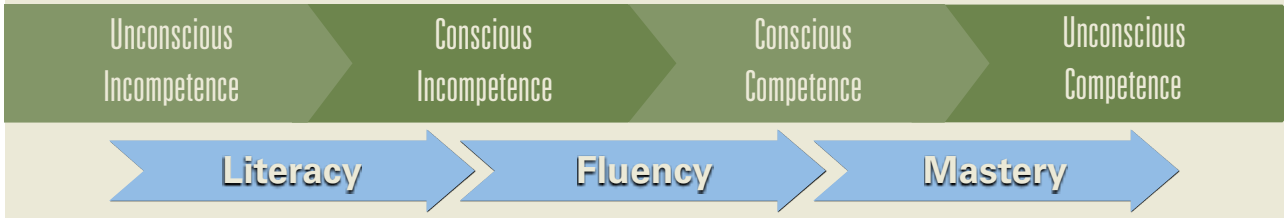
Growth Stages of Understanding

Growth Stages of Understanding



© Copyright 2017, User Interface Engineering. All Rights Reserved.

Growth Stages of Understanding



Literacy

Detailed knowledge of what differentiates good quality from poor quality.

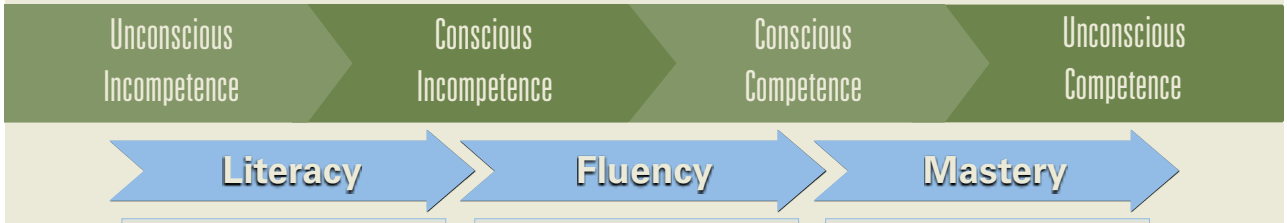
Fluency

Repeated practice of procedures to create good quality outcomes.

Mastery

Comprehensive knowledge and craftsmanship for intuitive work.

Growth Stages of Understanding



Literacy

Example Literacy plays:

- Start a usability testing program.
- Teach team to conduct usability testing.
- Socialize journey maps.
- Start an immersive exposure program.
- Conduct a UI inventory.
- Integrate story mapping into Agile.
- Deconstruct design differences.

Fluency

Example Fluency plays:

- Get secondary influencers into projects early.
- Create a UI controlled vocabulary.
- Create a voice & tone guide.
- Create feature-level personas.
- Adopt Lean UX practices.
- Conduct regular design studios.
- Adopt mini creative briefs.

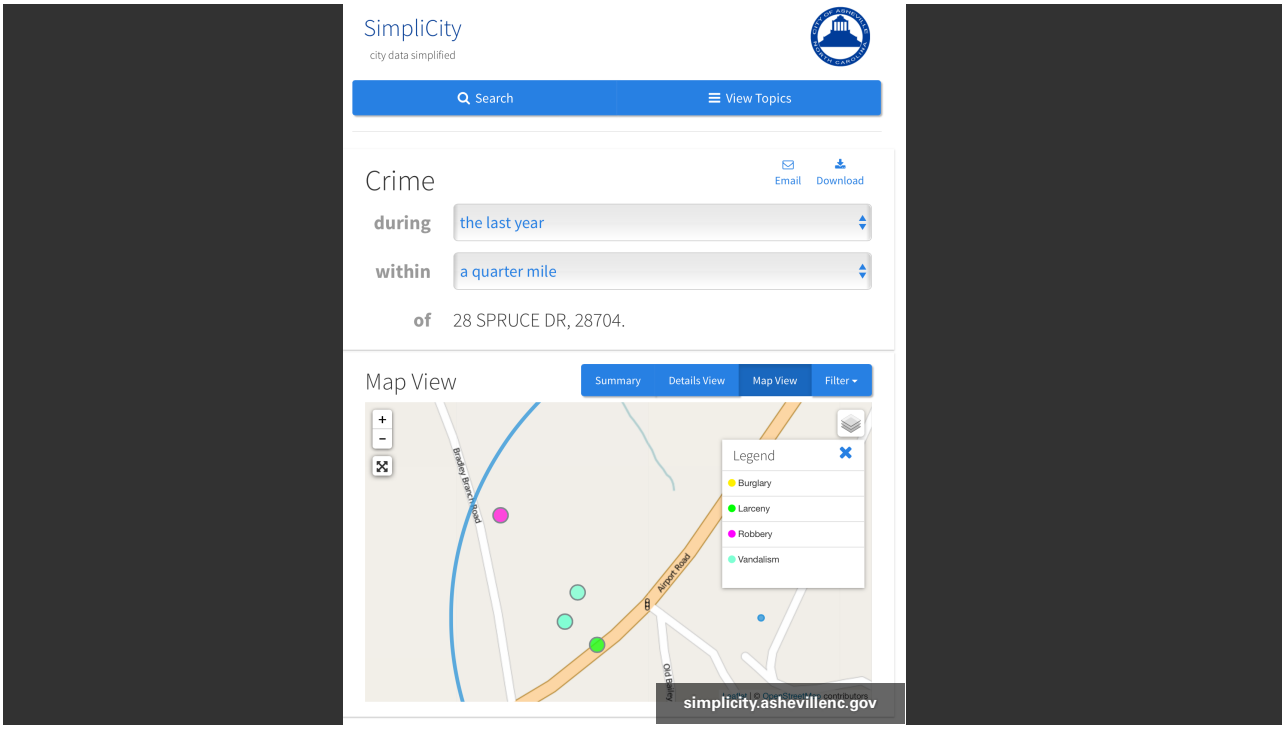
Mastery

Example Mastery plays:

- Create themed roadmaps.
- Adopt a customer-driven product strategy.
- Integrate listening-based user research.
- Integrate end-to-end service design.
- Integrate CX with UX practices.
- Dedicate UX team to improving UX process.
- Eliminate UX-based position titles.

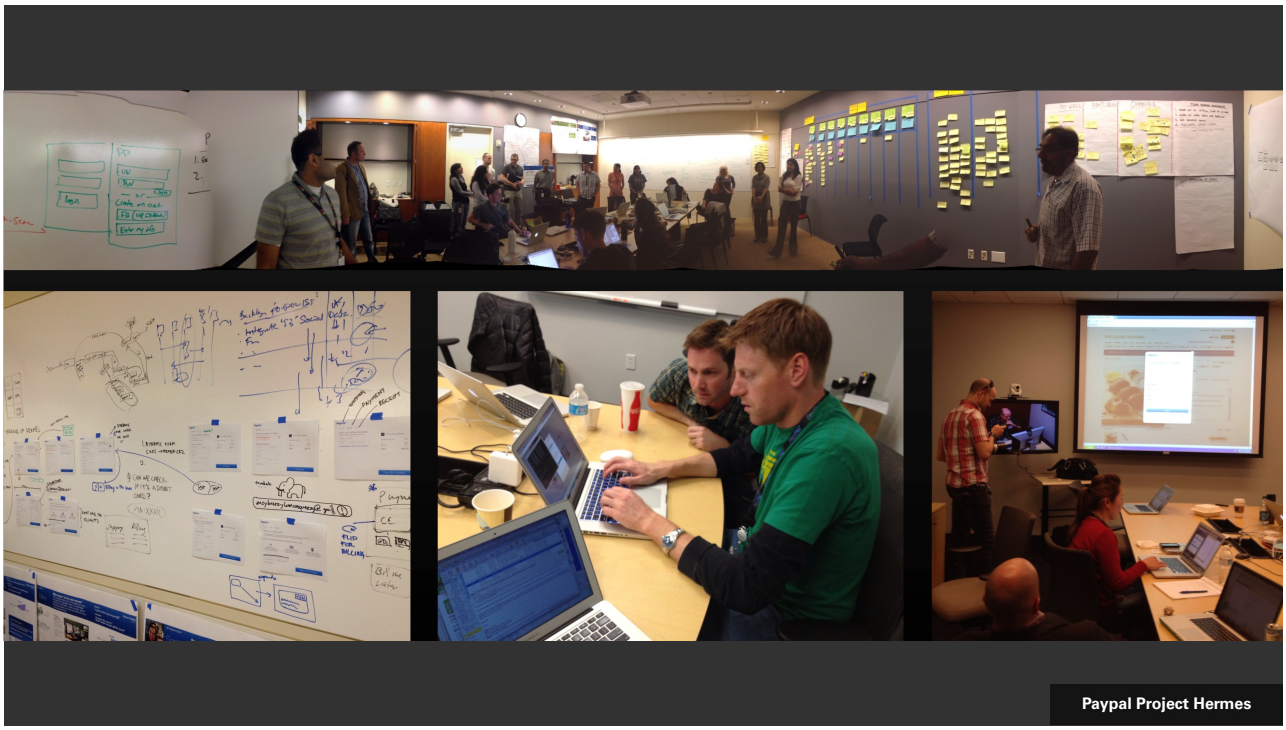
© Copyright 2017, User Interface Engineering. All Rights Reserved.

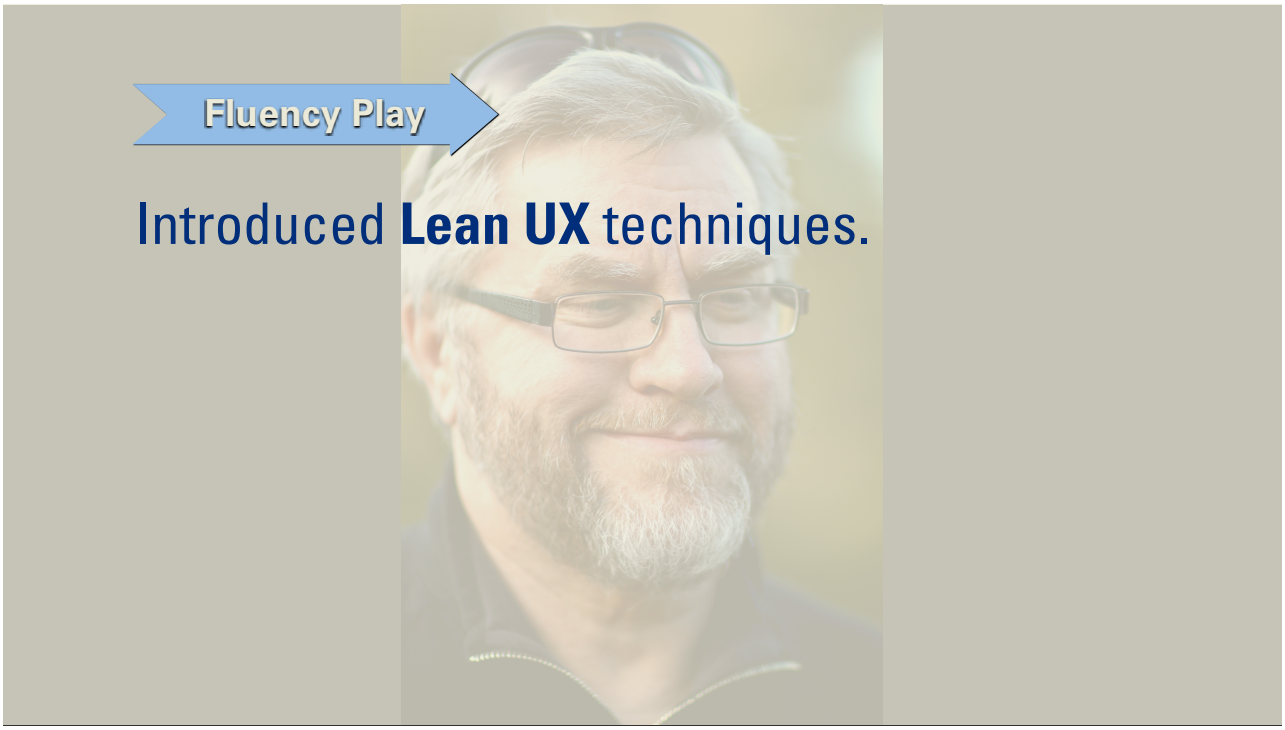
© Copyright 2017, User Interface Engineering. All Rights Reserved.



© Copyright 2017, User Interface Engineering. All Rights Reserved.

© Copyright 2017, User Interface Engineering. All Rights Reserved.

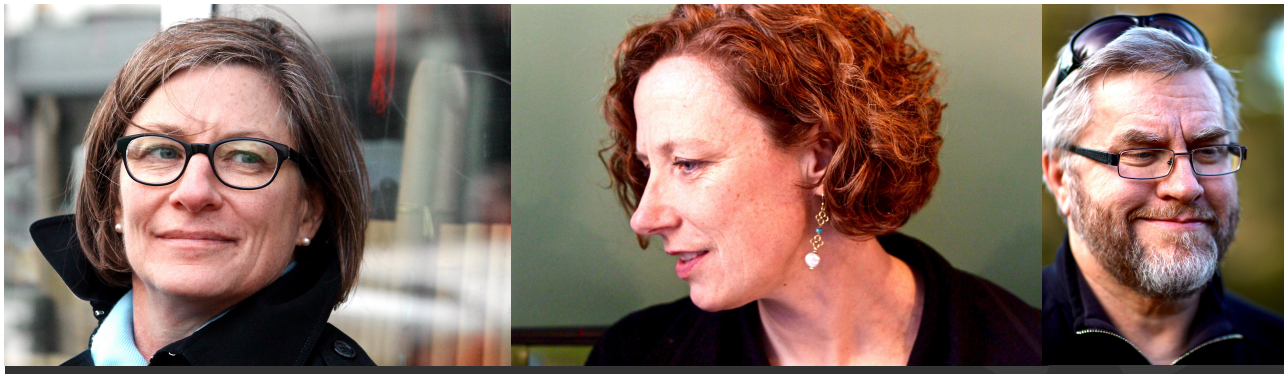




© Copyright 2017, User Interface Engineering. All Rights Reserved.

The mission:

Help every team member become consciously competent.



Each come to the table with the expectation that every team member has design potential.

© Copyright 2017, User Interface Engineering. All Rights Reserved.

CENTER CENTRE

A 2-year curriculum with team design at its core.

Term 1
- Introduction to User Experience
- Information Architecture
- **Sketching and Prototyping**
- User Research Practices
- Front-End Development

Term 2
- **Critiquing and Design Studio**
- Visual Design
- Interaction Design
- **Storytelling**
- Copywriting and Content Strategy

Term 3
- **Design Process Management**
- **Presenting**
- Information Design
- Ethnographic Research Methods
- **Communicating Design**

Term 4
- Advanced Design Methods 1
- **Leadership**
- **Development Methods**
- **Facilitated Leadership**
- **Functional Editing and Curation**

Term 5
- Advanced Design Methods 2
- **Business of UX**
- Quantitative Data, Metrics, and Analytics
- Designing for Social
- Special Topic

Term 6
- Special Topics
- Directed Topics
- Internships

(five courses total)

centercentre.com

Embrace *"Everyone thinks they are a designer."*

Help every team member become a better one.

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Design is a Team Sport

- Everyone is a designer.
- Design processes are a designed experience.
- Our expectations change their outcomes.
- Facilitated leadership is a core design skill.
- Our mission is *conscious competency* for every member of the team.

Find me at:

uie.com

jspool@uie.com

Don't forget to connect to me on the LinkedIn.

@jmspool

Go ahead! Follow me on the Twitters.

uie

Copyright © 2016 User Interface Engineering

© Copyright 2017, User Interface Engineering. All Rights Reserved.

CENTER+ CENTRE

2-year school for
industry-ready UX Designers.

Looking for new students.

Raising money for Give Forward Student Loans.

www.CenterCentre.com

CENTER+ CENTRE

2-year school for
industry-ready UX Designers.

Looking for new students.

Raising money for Give Forward Student Loans.

www.CenterCentre.com/donate

© Copyright 2017, User Interface Engineering. All Rights Reserved.

Creating a
UX Strategy
Playbook

Build your organization's perfect combination of UX plays

February 22-23
Chattanooga, TN

playbook.uie.com

- Adapt UX to organizational priorities
- Embed UX into your product roadmaps
- Nurture and grow organizational support for UX
- Use code **JS2018** for **$200** off your registration.

Dive deep into the newest UX techniques and practices

UX IMMERSION:
INTERACTIONS
March 5–7, 2018 · Newport Beach, CA

Immerse yourself with full-day master-grade workshops:

- Map users experiences effectively
- Focus on the critical small experiences
- Discuss design constructively
- Visualize complex information easily
- Measure success with UX metrics
- Create better layouts with CSS Grid

See you there!
Use code **JARED200** and save $200 off your full conference registration.

uxi.uie.com

© Copyright 2017, User Interface Engineering. All Rights Reserved.